SHRI SHANKARLAL SUNDARBAI SHASUN JAIN COLLEGE FOR WOMEN

(Affiliated to University of Madras)
Chennai - 600017, Tamil Nadu, India
www.shasuncollege.edu.in

SHASUN INNOVATION AND START-UP POLICY 2021

for

Students and Faculty

SISP 2021

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Preamble:

Shasun student and faculty startup policy 2021 is developed on based on **The National Innovation and Startup Policy** 2019 by Higher Learning Education Institutions. This policy engages faculty and students in innovation and startup activities.

- To create a vibrant innovative ecosystem in the campus to promote entrepreneurial activities.

- To facilitate Start-up/ entrepreneurship supporting activities for students

- To Establish and facilitate Pre-incubation centres in the campus for student's idea generation.

- To Encourage and motivate students to actively consider entrepreneurship as carrier choice through various ED –cell activities.

- To continuously provides skill training, networking with ED institutions in capacity building and support in setting up new business incubators.

- To provide appropriate infrastructure and eco system required for the start-ups with necessary financial assistance by the ED-Cell.(Shabash)

Vision :

The Vision envisaged for the Shaun Innovation & Start-up Policy is :

"To create an eco- system fostering Entrepreneurial culture and innovative start-up this will contribute to the development of the society by generating self-employment opportunities through Women entrepreneurship"

The following members are nominated for the innovation startup policy based on the National Innovation and Start-up Policy (NISP) guidelines.

NISP Convener:

Dr.M.Malarkodi
Director - Shabash ED Cell
SSS Shasun Jain College for Women, Chennai.

Co-Convener:
Dr.G.K.Lavanya
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SSS Shasun Jain College for Women, Chennai.

Coordinators for incubation Centre:

Ms. P. Deepa
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SSS Shasun Jain College for Women, Chennai.

Dr. M. Kousalya Parasakthi
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Coordinators – Start up Activity:

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SSS Shasun Jain College for Women, Chennai.

Ms. Jeeva
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Coordinator-IPR Activity:

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Introduction:

The National Innovation and Startup Policy (NISP) 2019 for students and faculty of Higher Education Institutions (HEIs) is a guiding framework to enable the institutes to actively engage students and faculty in innovation and entrepreneurship related activities.

Shabash- ED cell of our college, in the spirit of NISP, has formulated the **Shasun Innovation and startup Policy (SISP)**, which will be instrumental in leveraging the potential of students' innovation & entrepreneurial mind-set among students and faculties.

Strategies and Governance for SISP :

Policy Applies to   :   Students, Alumni and Faculty of Shasun.

Policy Development Team   :   Management Team,
Principal,
Vice-Principal
Directors – Research / Shabash / Sai
HOD's of all Departments
Academic Co-Ordinator's
NISP Co-Ordinator's

Review Team   **:**   Sri. Abhaya Srisrimal Jain
Secretary

Dr. S. Padmavathi
Principal

Dr. S. Rukmani
Vice-Principal

Directors :
Dr. S.T. Deepa – Research Director
Dr. S. Vimaladevi – Sankalp Director
Dr. M. Malarkodi – Shabash/ Sai Director

HOD's of all Departments
Academic Co-Ordinator's
NISP Co-Ordinator's

Version   :   1.0/30.07.2021

Policy Number : SHASUN/POLICY/COE/006

Date of implementation : 30/07/2021

Policy Statement:

With the Vision to create an eco- system fostering Entrepreneurial culture and innovative startup, shabash (ED Cell) has formulated "**Shasun Innovation Startup Policy** " To promote and develop the society by generating self- employment opportunities through Women entrepreneurship."

Policy Objective:

- To establish Shasun Innovation and Start up Policy (SISP) in the college campus to create a vibrant innovative ecosystem in the campus to promote entrepreneurial activities.
- To facilitate student and staff with Pre-incubation facilities inside the campus to develop their prototype products as per the Shasun policies (SISP).
- To Establish and facilitate Pre-incubation centres in the campus for staff and student's idea generation.
- To promote student and staff lead startups to market their products/services successfully as per the SISP.

Nurturing Innovations and startups at Shasun :

- To enable the institution in the creation of a robust innovation and startup ecosystem through multitudinous modes leading in the campus.

- Shasun incubation centers will be providing a facilitating environment for UG, PG, M. phil., students, research staff, faculty and Alumni of Shasun for their startup.

- To conduct various innovation and entrepreneurship-related activities prescribed as per the norms of the NISP calendar activities.

- To Identify and reward the budding entrepreneurs for their best innovations and help to patent their innovation as per the norms of SISP.

- To inculcate innovation and entrepreneurship knowledge across students and faculty by organizing periodic workshops / seminars /Industrial visits/training sessions/my story session by successful entrepreneurs/ interactions with entrepreneurs, investors, professionals and create a mentor pool for student innovators.

- Networking with national and international entrepreneurship development organizations and institutions.

- To collect students and staff innovative ideas and projects by facilitating an ED portal by the institution.

- To conduct Hackathons, idea competition, mini projects, etc. in collaboration with the industries to increase the awareness on innovations and start up.

Pedagogy:

- The Shabash ED-Cell shall be advised to introduce courses in emerging technologies aligned with industrial requirements and entrepreneurship courses.

- Experts will be leveraged to teach courses and students who are interested may select these courses.

- A diploma /certificate course in innovation and entrepreneurship course may be started where the student can get the degree while incubating and nurturing startup company.

- To invite national and international resource persons /experts deliver a talk on entrepreneurship to nurture startups at campus.

- Mockup marketing place(vend in stall) for innovators to initiate market in the campus.

- To organize startup related national and international workshops/seminars/conferences to promote innovations and startups.

Norms for the Students and Faculty Startups:

This policy allows staff and students to transform their innovative ideas into business establishing their own startup inside and outside the campus.

Norms for student startup policy:

- Students will be permitted to establish their own start up inside campus or work as interns for the startup already established by ED-Cell during her study period.

- Students are encouraged with as many startups with inter departmental participation, taking note of the fact that startup needs interdisciplinary skills.

- Students will be encouraged to develop Entrepreneurial mind set through experimental learning by providing free training in cognitive skills like design thinking , critical thinking, etc.

- Students will be awarded and recognized for their entrepreneurial activities and establishing their own startup Shabash.

- A Student working as interns in the incubating startups must follow their attendance requirement for their academic courses as per the norms of University of Madras.

- Incubation startup owned or co-owned by the students, will be reviewed initially every half yearly as per the norms of ED-Cell.

- Students after the successful completion of her internship in the startup and gained knowledge in business tactic will be given an opportunity to own the startup with financial assistance and required infrastructure facilities to run her business independently.

- Every student aspiring to become an entrepreneur will be under the guidance of a mentor in assisting her in taking up her startup by the ED-Cell (Shabash).

- Shasun ED students will be given 5% grace marks and 10% attendance for student prototype/startup team.

- Student's entrepreneurs working on startup idea from first year will be permitted to convert into final year projects for their degree completion.

- Students are provided with skill course certification training in collaboration with KVIC and other governmental organizations through E D-Cell (Shabash).

- Students with innovative ideas will be provided with a seed capital for their startup by the management.

- A committee will be taking a decision in granting a student startup by assisting the proposal submitted based on interest/innovations/feasibility/commercialization, etc. The committee also reviews the progress quarterly.

- Revenue generated in the startup ventures of students incubated at Shasun shall be shared between student and shabash - ED cell in the ratio of 80% and 20% respectively as per the norms of institution.

- Alumni startup candidates will be selected by a committee based on the projects submitted to the Shasun Incubation center. The selected candidate will be required to function either fulltime or parttime.

- Students/ Alumni will register their company with due permission obtaining from Shabash ED-Cell.

Norms for Faculty Startup policy:

- The institution shall provide business opportunity startup for staff inside the campus as the long as they do not compromise in their academic work and college responsibilities.

- The institution shall provide space, infrastructure, mentorship support, legal support and IPRs etc. on case-to-case basis for the startup owned by the staff. In return for the services, the institution may take the equity / stake in the startup mutually agreed upon at the time of incorporation.

- The staff must not involve research student or other staff of the institute in the activities of the startup and vice versa.

- Staff must not accept honorariums or gifts from the startup.

- In case the Staff engaged in startup requires leave can utilize existing leave available with them or can avail leave without pay.

- IP Rights for the technology / innovative ideas /process developed by the staff startup shall be as per the IPR Policy of the college.

- For any incubation of the startup owned or co-owned by the staff shall be reviewed as per the norms of the startup college policy.

- The Staff members shall be involved as mentors to provide technical expertise for the startup.

- The permanent staffs who are interested to involve in startup on a part time basis can spend a day in a week in the startup in addition to the teaching, research and other official activities.

- To motivate and retain staff in the ED-Cell, the institution should encourage academic and non-academic incentives and reward mechanisms (reduced workload, on-duty/ leave and awards) for all stake holders who are actively contribute and support the entrepreneurship development in the campus.

- A performance matrix should be developed and used for the evolution of annual performance of the staff.

Monitoring:

- The success of the Staff and Students SISP (Shasun Innovation Startup Policy)   will depend upon the effective implementation and coordination by the ED-Cell maintaining a cordial relationship.

- Impact assessment of the entrepreneurial initiatives should be regularly reviewed using well defined parameters such as number of workshops, conferences, skill training, IPR workshops, and mentoring sessions, conducted at the department and institution level.

- Number of startups created, supported system provided at the institutional level and satisfaction of participants, new business relationships created by the institution must be recorded and maintained by the ED-Cell.

- The success of the policy should be in terms of social/economic impact created based on the commercial output.

Amendment:

- This policy is subject to the review once in 2 years. The policy is as per the MHRD National Innovation and Startup policy 2019 for students and faculty and Tamil Nadu Government startup policy 2018-23. Shasun has every right to change, make additions or deletions to improve a text, piece of legislation, etc. time to time if necessary.

References

1. National INNOVATION and STARTUP Policy 2019 for Students and Faculty - MHRD,GOI www.mhrd.gov.in / www.mic.gov.in.

2. Tamil Nadu Startup and Innovation Policy – 2018-23, Entrepreneurship Development and Innovation Institute, Chennai, www.editn.in

3. Startup Policy – 2016, AICTE – New Delhi www.aicte-india.org

4. Anna University startup guidelines